DOCUMENT RESUME

ED 278 293 HE 019 959

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TITLE UNCW Summer Orientation, 1986. Evaluation Highlights.
INSTITUTION North Carolina Univ., Wilmington. Div. of Student Affairs.
REPORT NO RB-DOS--093086
PUB DATE 86
NOTE 14p.; A few pages have poor reproducibility.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *College Students; Higher Education; Institutional Research; *Parent Attitudes; Parent Participation; *Participant Satisfaction; Program Evaluation; Questionnaires; *School Orientation; *Student Attitudes; *Summer Programs
IDENTIFIERS *University of North Carolina Wilmington

ABSTRACT

Results of student and parent assessments of a 1986 summer orientation at the University of North Carolina, Wilmington, are presented. A total of 805 students and 372 parents completed an evaluation form that used a Likert scale. Of the 18 questions, 7 were identical for both students and parents. These concerned the overall rating of the orientation program, the check-in/out process, facilities, food, staff, attitude toward the university after attending orientation, and confidence in the student's success at the university. Both parents (97%) and students (95%) either strongly agreed or agreed that the orientation program was worthwhile. Parents rated significantly higher than students the check-in/out process, facilities, and food. Students had more confidence of their success in college than did their parents. Both parents and students took very seriously the academic aspects of orientation (i.e., registration procedure, class scheduling, departmental information, and adviser appointments). The student and parent evaluation forms are included. (SW)

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UNCW Summer Orientation
1986
Evaluation Highlights

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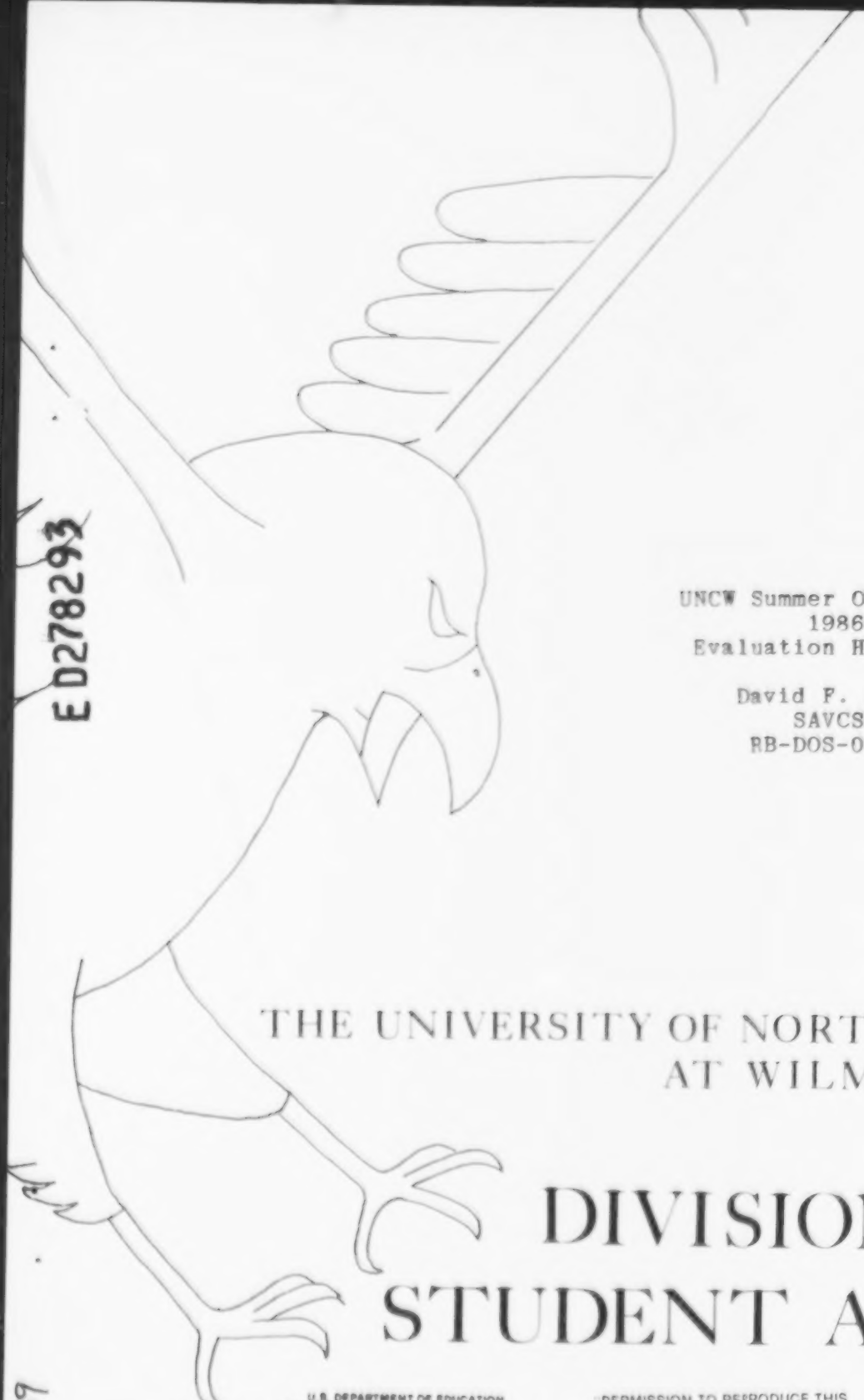

THE UNIVERSITY OF NORTH CAROLINA
AT WILMINGTON

DIVISION OF STUDENT AFFAIRS

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UNCW SUMMER ORIENTATION 1986

Evaluation Highlights

Once again, the UNCW orientation program achieved its goal of getting things off to a running start for students. This report reflects the assessments of nearly all of the students and over half of the parents who attended summer orientation 1986. Specifically, an orientation evaluation was administered to students and parents who had attended one of three two-day orientation sessions during June of 1986. As the final aspect of the orientation, students and parents were given an 18 question evaluation form during their check-out period. Of those attending, 805 students and 372 parents completed the form. Student evaluators represented 85% of all students and 51% of all parents attending orientation. This report highlights results in two segments. First, results from common items between the parent and student forms are presented. Second, items are presented as rankings of the four highest rated and four lowest rated aspects of orientation.

Respondents answered questions using a Likert scale ranging from strongly agree (1) to strongly disagree (5). Separate percentages for most typical responses are presented on the questionnaire in the appendix. A simple Chi-squared test of significance was used to compare responses between students and parents. A more detailed view of the data analysis is available in the Vice Chancellor for Student Affairs office.

Mutual Common Items

Of the 18 questions on the evaluation, seven were identical for both students and parents. These concerned the overall rating of the orientation program, the check-in/out process, facilities, food, staff, attitude toward UNCW as a result of attending orientation and confidence of success at UNCW.

Overall, 96% of all respondents either somewhat agreed or strongly agreed that the orientation program was worthwhile. Specifically, 97% of the parents and 95% of the students either strongly agreed or agreed that the overall orientation program was worthwhile. There was no significant difference between parent and student ratings of the overall worth of orientation.

Concerning the check-in/out process, 92% at least somewhat agreed that the checking process was efficient. Almost all (96%) parents thought the checking process was efficient. This is interesting since it rained during one session. Students were not as favorable, with only 90% rating it as favorable. This difference in ratings between parents and students proved to be statistically significant ($\text{Chi-square}^2_4 = 13.16$, $p < .01$).

Facilities were rated with 80% of all respondents at least agreeing that residence hall facilities were adequate. Facilities were rated

by 91% of parents and 77% of students as at least adequate. This difference was most likely due to the fact that parents stayed in the new residence hall, and students were housed in Hewlett and Graham (suite type buildings). As expected, this student/parent difference in rating was statistically significant ($Chi\text{-}square^2_4 = 29.86$, $p < .001$).

Food served at orientation was rated as good by three-fourths of all respondents. Food was rated by 90% of parents and 68% of students as good. This discrepancy may be due to the fact that parents and students did not dine together for the most part. This rating was consistent by session as well. Parents and students significantly differed on this rating ($Chi\text{-}square^2_4 = 94.86$, $p < .001$).

Staff and faculty at orientation received high ratings from 94% of all respondents. Staff and faculty were rated by 96% of parents and 94% of students as helpful. Such a high rating by both groups speaks well of the orientation program. It is evident that the entire institution did well in answering questions dealing with concerns. UNCW obviously did a good job in putting its best foot forward! There was no statistical difference between ratings of parents and students on this item.

When asked if they felt better about UNCW as a result of attending orientation, 95% agreed. As a matter of fact, 96% of the parents and 95% of the students agreed. Among parents this percentage dropped off slightly in the third session. Student ratings were consistent by session. Parent and student ratings did not vary significantly.

When parents were asked whether they were confident their son/daughter would succeed in college, 92% were confident of success. Students were slightly more confident than their parents of their own chances of success with 95% agreeing. Interestingly, however, this "slight" difference is exacerbated when only the "strongly agree" category is considered: 74% of students compared to 63% of parents strongly agreed about confidence in succeeding at UNCW. It may be that students more than parents have an academic image of UNCW as being "easy." This difference between parents and students was statistically significant ($Chi\text{-}square^2_4 = 16.82$, $p < .002$).

Item Rankings

While a comparison of common items is interesting, it may also be helpful in this assessment to look at strengths and weaknesses of the orientation process. To accomplish this, the top and bottom four items of the 18 were rank ordered separately for both parents and students.

Parents' Top Four

Rank	Item	Rating Percent Strongly Agreed/Agreed
1	Overall rating of the Orientation program	97
2	Rating of the Check in/out process	96
3	Rating of staff and faculty	96
4	Confidence in son/daughter succeeding at UNCW	96

Parents' Bottom Four

1	Rating of the Student Activities Fair	70
2	Small Group Discussions	78
3	Academic Departments Information Session	81
4	Academic Dean's Forum	82

Students' Top Four

1	Overall Rating of the Orientation Program	95
2	Confidence in Succeeding at UNCW	95
3	Rating of Staff and Faculty	94
4	Attending Orientation helped them feel better about UNCW	94

Students' Bottom Four

Rank	Item	Strongly Agreed/Agreed
1	Helpfulness of "Playfair" at the beach	63
2	Helpfulness of "Seahawk Beach Ball" dance	65
3	Rating of food served	68
4	Acquiring classes needed	73

Of the top ranked items, three of the top four for students were also in the top four for parents. Both students and parents rated the overall program as high, were confident about success at UNCW, and thought the faculty and staff were helpful. Of the bottom most items, none of the bottom four for students were the same as for parents.

Summary

Results of this evaluation not only underscore the global success of Summer Orientation 86, but also have three major implications for future programming efforts. First, parents and students differ significantly in their perception of the orientation process; therefore, future programs need to keep this in mind. Parents rated three of the seven common items as higher than students. For example, parents rated significantly higher than students the check-in/out process, facilities and food. For three of the other common items, parents and students did not differ.

Second, for the remaining common item--confidence in succeeding at UNCW--parents and students differed significantly, with students being more confident of their success in college than their parent's perception of student's success. This has implications for investigating students precollege expectations of college life at UNCW.

Third, when one considers the academic and social dimensions of the orientation process, results of the evaluation point out clearly that parents and students alike take very seriously the academic aspects of orientation. As evidenced from their ratings of the aspects of orientation, students by and large rated the registration procedure sessions, class scheduling sessions, academic departments informational sessions and adviser appointments well above the social dimensions. Clearly academic affairs continues to play a pivotal role in the orientation process.

N = 805

1986

UNCW SUMMER ORIENTATION

STUDENT EVALUATION

	Strongly Agree 1	2	3	4	Strongly Disagree 5	No. Missing
	%	%				
1. The Orientation and Residence Hall Check-in/Check-out process was efficient.	70	20				7
2. The residence hall facilities were adequate (Respond only if you stayed on campus.)	50	27				95
3. [illegible]						21
4. The staff [illegible] was helpful to me.						1
5. I feel better [illegible] attended Orientation.						9
6. I am confident that I will succeed at UNCW.						6
7. My Orientation Leader was helpful to me.	74	21				7
8. Regarding my class schedule, I got the classes I wanted.	70	20				55
Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.						
9. Orientation overview (small groups with Orientation Leaders)	65	23				3
10. First General Session (slide show, welcome, Playfair preview)	50	28				11
11. "Playfair" at the beach						38
12. "Seahawk South Drill" video						64
13. Second General Session (Opinionnaire Results, Pre-advisement)						28
14. Registration Readiness Session						12
15. UNCW Academic Departments' Informational Session						49
16. UNCW Student Activities Fair						52

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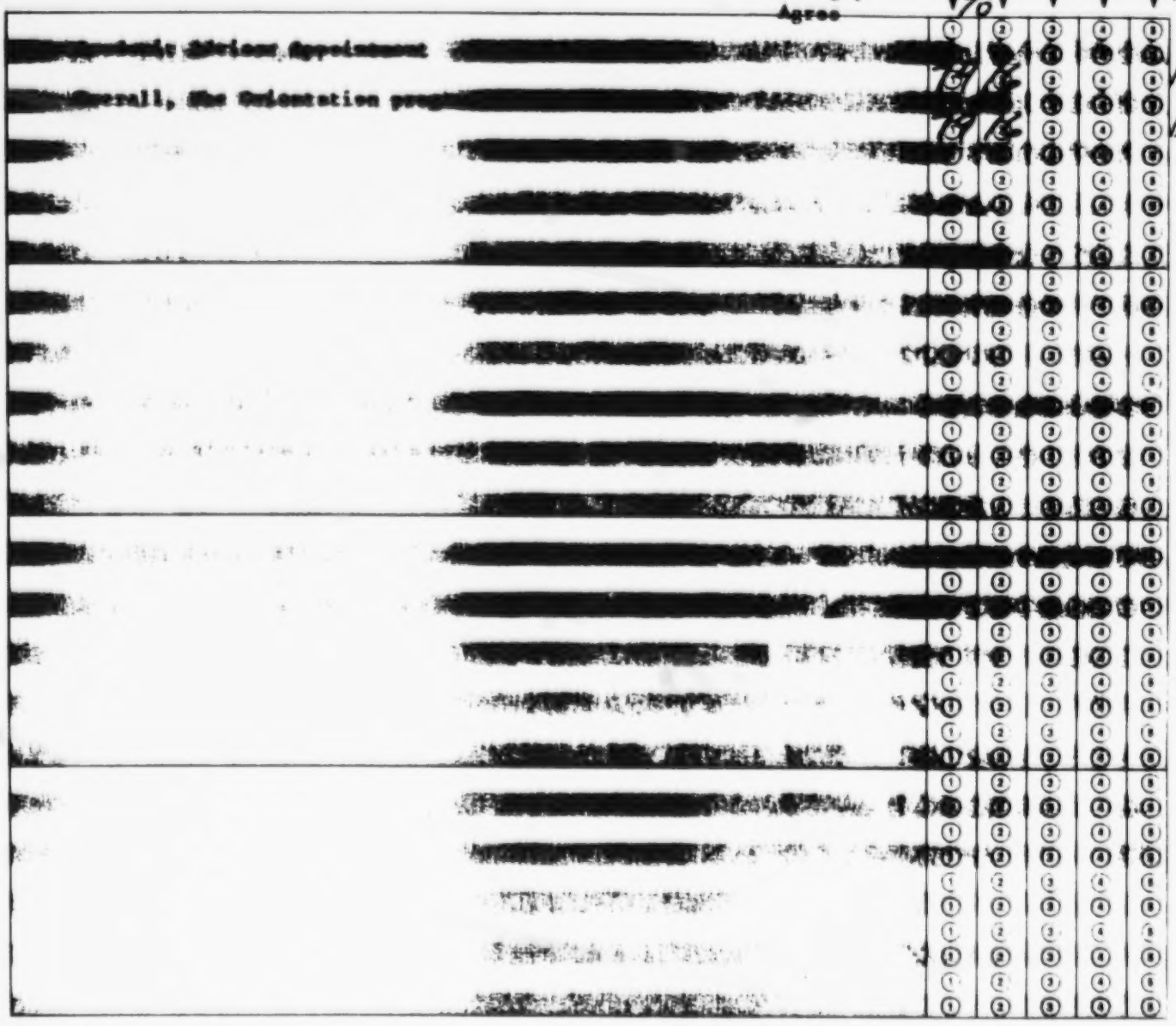
Strongly Agree 1 — 2 — 3 — Strongly Disagree 5 — No.



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N = 372

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UNCW SUMMER ORIENTATION

PARENT EVALUATION

Strongly Agree 1 — 2 — 3 — 4 — 5 Strongly Disagree

	1	2	3	4	5	No. Missing
	%	%				
1. The Orientation and Residence Hall Check-in/Check-out process was efficient.	27	19				4
2. The residence hall facilities were adequate. (Respond only if you stayed on campus.)	69	22				161
3. The food served at Orientation was good.	62	24				11
4. The staff and faculty at Orientation were helpful to me.	52	14				2
5. I feel better about UNCW because I attended Orientation.	83	13				3
6. I am confident that my son/daughter will succeed at UNCW.	63	29				3
7. I had too much free time.				39	31	12
Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.						
8. An Introduction to Orientation ("What Have You Done With My Child?")	55	35				14
9. First General Session (Slide Show, Welcome, Playfair Preview)	56	32				7
10. An Introduction to the University ("Who Runs This Place")	51	35				12
11. "Breaking Away" (Small Group Discussions)	54	34				26
12. Parents' Reception	54	29				34
13. "Life in the Residence Hall"	55	29				76
14. Second General Session ("Opinionnaire Results" and "How to Know When Your Student Is In Academic Trouble")	54	30				27
15. Academic Dean's Forum	48	34				41

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Strongly Agree

16. [redacted]	①	②	③	④	⑤
17. [redacted]	①	②	③	④	⑤
18. Overall, the [redacted]	①	②	③	④	⑤
[redacted]	①	②	③	④	⑤
[redacted]	①	②	③	④	⑤
[redacted]	①	②	③	④	⑤
[redacted]	①	②	③	④	⑤
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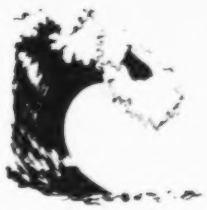

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UNCW SUMMER ORIENTATION

STUDENT EVALUATION

Strongly Agree

Strongly Disagree

1. The Orientation and Residence Hall Check-in/Check-out process was efficient.

2. The residence hall facilities were adequate (Respond only if you stayed on campus.)

3. The food served at Orientation was good.

4. The staff and faculty at Orientation were helpful to me.

5. I feel better about UNCW because I attended Orientation.

6. I am confident that I will succeed at UNCW.

7. My Orientation Leader was helpful to me.

8. Regarding my class schedule, I got the classes I wanted.

Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.

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10. First General Session (slide show, welcome, Playfair preview)

11. "Playfair" at the beach

12. "Seahawk Beach Ball" dance

13. Second General Session (Opinionnaire Results, Pre-advisement)

14. Registration Procedures Session

15. UNCW Academic Departments' Informational Session

16. UNCW Student Activities Fair

- Over -

Strongly Agree 1 — 2 — 3 — 4 — Strongly Disagree 5

	1	2	3	4	5
17. Academic Advisor Appointment	○	○	○	○	○
18. Overall, the Orientation program was worthwhile.	○	○	○	○	○
	○	○	○	○	○
	○	○	○	○	○

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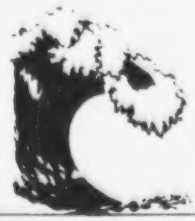

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UNCW SUMMER ORIENTATION

PARENT EVALUATION

	Strongly Agree 1	2	3	Strongly Disagree 5
1. The Orientation and Residence Hall Check-in/Check-out process was efficient.				
2. The residence hall facilities were adequate. (Respond only if you stayed on campus.)				
3. The food served at Orientation was good.				
4. The staff and faculty at Orientation were helpful to me.				
5. I feel better about UNCW because I attended Orientation.				
6. I am confident that my son/daughter will succeed at UNCW.				
7. I had too much free time.				
Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.				
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9. First General Session (Slide Show, Welcome, Playfair Preview)				
10. An Introduction to the University ("Who Runs This Place")				
11. "Breaking Away" (Small Group Discussions)				
12. Parents' Reception				
13. "Life in the Residence Hall"				
14. Second General Session ("Opinionnaire Results" and "How to Know When Your Student Is In Academic Trouble")				
15. Academic Dean's Forum				

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	Strongly Agree 1	2	3	4	Strongly Disagree 5
16. UNCW Academic Departments' Informational Session	1	2	3	4	5
17. UNCW Student Activities Fair	1	2	3	4	5
18. Overall, the Orientation program was worthwhile.	1	2	3	4	5

Comments: _____

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